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**REMARKS**

Applicant respectfully presents Claims 1-30 for examination in the RCE filed herewith. Claims 1, 15 and 24 have been amended herein to more clearly define the scope of the presently claimed invention. No new claims have been submitted and no new matter has been introduced. Applicant respectfully submits that the claims and remarks presented herein overcome the Examiner's rejections in the Final Office Action dated June 18, 2004 in the parent application.

**35 U.S.C. §102**

Claims 1-6 and 24-27 stand rejected under 35 U.S.C. §102(e) as anticipated by Herz, U.S. Patent No. 6,460,036 ("Herz"). The Examiner submits that Herz discloses all the elements in these claims. Applicants respectfully traverse the Examiner's rejection.

Herz discloses a system and method for providing customized electronic newspapers and target advertisements. The Examiner suggests that Cols. 8 and 9 of Herz describe all the elements of the independent claims. Applicants respectfully disagree. For example, the sections of Herz highlighted by the Examiner do not disclose the element retrieving sub-items from a storage medium. The Examiner suggests that the "attributes" in Herz disclose the sub-items claimed herein. In fact, the attributes in Herz are not sub-items associated with an item (see Specification, Pages for a definition of the sub-items), but rather information that determines what related items of interest to present to a user (see e.g., Herz, Cols. 9-10). The system in Herz is thus closer to existing user interface systems as described in Pages 2 and 3 of the specification.

In contrast to the system in Herz, the presently claimed invention is directed at allowing a user to control/specify the amount of information presented for each item selected by the user. For example, if the item is a calendar entry, the item may be associated with various sub-items, such as the location, time and type of meeting. If the user elects to view the location of the meeting, the information regarding this sub-item may then be stored. The next time the user retrieves a calendar entry, the user may see both the meeting notice and a location (based on the user's previous use). This system differs significantly from the system in Herz which tries to identify *additional items* of

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interest to the user based on various attributes of the item, rather than dynamically selecting *sub-items* for display, as claimed herein. Thus, although Herz may display various additional items to a user based on the attributes of the item selected by the user, it does not disclose at least the limitation in Claims 1 and 24 of retrieving sub-items from a storage medium, *where the sub-item represent at least one of a depth and a breadth of the item*, and the sub-items are dynamically selected based on at least one predetermined factor.

In summary, Applicant respectfully submits that Herz does not anticipate independent Claims 1 and 24. As a result, Herz also does not anticipate dependant Claims 2-6 and 25-27. Applicant therefore respectfully requests the Examiner to withdraw the rejection to Claims 1-6 and 24-27 under 35 U.S.C. §102.

35 U.S.C. §103

Claims 7, 9-20, 28 and 30 stand rejected under 35 U.S.C. §103 as being unpatentable over Herz in light of Bodnar et al. (U.S. Patent No. 6,310,634, "Bodnar"). Applicant respectfully traverses the Examiner's rejection.

As previously discussed, Herz does not anticipate independent Claims 1 and 24. Herz similarly does not anticipate independent Claim 15. Bodnar does not teach or suggest the element of retrieving sub-items from a storage medium, *where the sub-item represent at least one of a depth and a breadth of the item*, and the sub-items are dynamically selected based on at least one predetermined factor. Thus, the combination of Bodnar with Herz still does not teach or suggest all the elements of the independent claims (Claims 1, 15 and 24). As a result, the combination of Herz and Bodnar does not teach or suggest the elements of the claims dependant on these independent claims. Applicant therefore respectfully submits that Sullivan and Bodnar, individually or in combination, do not render Claims 7, 9-20, 28 and 30 unpatentable.

In summary, Applicant submits that none of the cited references, alone or in combination render Claims 7, 9-20, 28 and 30 unpatentable. Applicant therefore respectfully requests the Examiner to withdraw the rejection to these claims under 35 U.S.C. §103.

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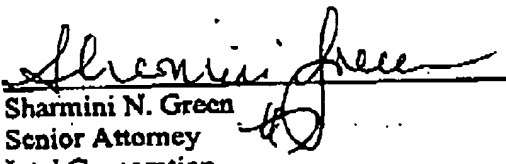
**CONCLUSION**

Based on the foregoing, Applicant respectfully submits that the applicable objections and rejections have been overcome and that pending Claims 1-30 are in condition for allowance. Applicant therefore respectfully requests an early issuance of a Notice of Allowance in this case. If the Examiner has any questions, the Examiner is invited to contact the undersigned at (310) 406-2362.

If there are any additional charges, please charge Deposit Account No. 50-0221.

Respectfully submitted,

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